

NEW BUILDINGS AT WESTERN "U"

Splendid Institution
Starts New Era

Magnificent New Buildings Will Welcome Youth Of Western Ontario When Doors Are Thrown Open On September 22; Beautifully Situated On Hill.

WAS ESTABLISHED IN 1878

The university of Western Ontario, the provincial centre of higher education for fourteen counties of the south-western peninsula, will throw open the doors of its magnificent new buildings to the youth of the world on September 22nd. The two recently completed Gothic-styled stone buildings are beautifully situated on a hill beside the river Thames, just beyond the city limits, and represent the highest development in university equipment and appointments. Registrations are now being accepted and the attendance will be the largest in the history of the university.

"Western University"

The University of Western Ontario was established in 1878. For more than forty years it was known as "Western University". It was founded primarily to provide a liberal education for the students attending divinity courses at Huron College. During the years the University was under the direction of the Anglican Diocese of Huron, many changes were made in the character of the instruction provided. There was a boys' school and a ladies' college, both of which attained a good reputation and lasted for some years. A law faculty was established but was forced to cease operations on account of the change of education policy by the Law Society. A faculty of music was organized but did not survive. A medical faculty was formed by the leading physicians and surgeons of London. This faculty has made a great reputation for itself and is now one of the strongest departments of the University.

Under Public Control

In 1908 the University was re-constituted, becoming undenominational and co-educational. It was then placed under municipal, provincial and public control. In 1923 the Legislative Assembly renamed the institution, making it the University of Western Ontario. It was recognized as a regional institution having the fourteen counties of Essex, Kent, Elgin, Norfolk, Lambton, Middlesex, Oxford, Brant, Huron, Bruce, Perth, Wellington, Grey and Waterloo as its special constituency. The City of London and the Provincial Government appoint the Board of Governors, while the Counties, Cities and Secondary Schools of Western Ontario appoint or elect the Members of the Senate.

The Lieutenant-Governor of the Province is the Official Visitor of the University.

Public Health Institute

Two years before the War of 1914-18 the Institute of Public Health was built and equipped by the Ontario Government and turned over to the University to operate. It was erected in aid of medical education and particularly for instruction and practical work in public health. In addition to the instructional work carried out by the Faculty of Public Health, the Institute laboratories make examinations for all the municipalities of the fourteen counties of Western Ontario, analyse materials of various kinds, including chemical and bacteriological examinations of water, milk, sewage, food products, etc., check epidemics of contagious and infectious diseases, conduct clinical diagnostic work for physicians and hospitals, in brief, serving one hundred and seventy or more municipalities annually, representing a population of nearly one million people. In the year 1922-23 a total of fourteen thousand, two hundred and twenty such analyses were made. The Director of the Institute is appointed subject to the approval of the Lieutenant-Governor-in-Council.

In the Fall of 1921 the new medical building was opened. This building and the Institute are on opposite sides of the street and in close proximity to Victoria Hospital and to the Hospital for Sick Children. London has seven large hospitals and is the clinical centre for Western Ontario. This is one of the reasons for the success of

the Faculty of Medicine. The new Medical School building is one of the best of its size on the Continent. It has sixty thousand square feet of floor space and all of its equipment is modern. Owing to the close co-operation between the Medical Faculty and the Academy of Medicine, students attending the University have the privilege of attending lectures and clinics conducted by the leading physicians and surgeons of the world.

New Buildings

The new buildings for the College of Arts just recently completed are located in a two hundred and fifty acre park on the north branch of the Thames River, just outside of the City limits. It is one of the most beautiful university sites in Canada. The buildings, power house and bridge are all constructed of concrete and steel faced with grey sandstone. The type of architecture is collegiate Gothic. It is simple, chaste and beautiful. It is the opinion of competent critics that the buildings and bridge will last for centuries. The older they grow the more beautiful they will become. Visitors from all parts of the continent testify to their wonderful setting, the utility and economy of design and the fascinating quality of their exterior lines and interior decorations. With the exception of the Indiana cut stone, all materials such as panelled oak, steel, grey marble, clear and stained glass, copper roofing, furniture, fixtures, etc.,

used in the buildings are Canadian. The steel window casings are of British manufacture.

The main building contains the administrative offices of the University, the library of sixty-five thousand volumes, with a capacity of one hundred thousand volumes, the beautiful assembly hall, the offices of the Dean and professors of the College of Arts, the students' supply store and post office, a museum and a score or more of well lighted and splendidly ventilated classrooms.

Utility First

The natural science building has been constructed with a view primarily to utility. The building accommodates five large departments, namely, Chemistry, Physics, Zoology, Botany and Geology. Each department has the maximum number of student and research laboratories. Two amphitheatres for lectures and demonstrations, a museum for specimens and a cafeteria for professors and students are provided in this building.

The grounds of the University are already a beautiful park. Spaces are being prepared for playing and athletic fields, tennis courts and walks. The University grove and the trees about the grounds are being placed under scientific care. Thousands of young trees are planted in the nursery while clumps of shrubs and beds of flowers, trial grounds, etc., will be added as the drives are constructed to give effect to the plans of the landscape architect. It is hoped that in the near future the river will be improved so there will be still water for scientific work and aquatic sports.

The plans are already prepared for dormitories for both men and women and for a gymnasium containing shower baths and swimming pools. It is hoped that in due course the University will have a separate library building and a convocation hall. The assembly hall will not accommodate the crowds of people who attend the annual convocation exercises. In the future it will be necessary to hold these exercises in the largest building in London.

CIVILIZATION WILL WIPE
OUT OUR SMILES, SHAW SAYS

BY GENE COHN
NEA Service Writer

NEW YORK, Aug. 23.—Laughter is slowly dying.

It still has a long time to live before relapsing into a chuckle, then a grin, then a smile—and, finally, complete extinction.

But when man reaches the high state of civilization toward which he aims he will cease to laugh. There will be nothing left to laugh at and, with all strains removed from life, no need for laughter.

Dr. Charles G. Shaw, professor of philosophy at New York University, has figured it all out along logical and analytical lines.

Laugh at his conclusions, if you will—many have already done so—but, as Prof. Shaw points out, "To do so is to prove my case."

"People have always laughed at what they didn't understand," he said laughing frequently as he talked. "They laughed at Columbus and at Galileo. And that's a very important reason why they will cease to laugh some day. On that day they will be thoroughly educated and thereby civilized and science will have triumphed, and so they will have risen above laughter."

"There are men alive in this very day who are practically at that stage. But they are few. Einstein—the great mathematician, astronomer and scientist—is one of them. Lenin was such a man, and Mahatma Gandhi and Trotsky, to some extent. Einstein is probably the best example. Yet he is laughed at, as was Columbus and the rest. When he is understood and proved they will no longer laugh."

"To bring the matter down to our own affairs, they used to laugh at the old maid, but the feminist movement and changing sex standards are ending that. They laughed at bobbed hair until nearly every woman had a bob. Even prohibition slowly ceases to be so mirth-provoking. My point is that when people become accustomed to things they laugh at they cease to laugh. That is certainly quite obvious."

"Comic supplements, film comedians and stage comedians, joke books—all will find their way to the museums where they will be labeled the age of laughter." But the people who see them will not laugh. Comic strips and all that sort of thing are artificial, belittling, pumping at full force to keep the dying laughter alive."

Here the professor drew a diagram of what people laugh at and why.

1—INCONGRUITIES—Such as a man in a funny hat, a man slipping on a sidewalk and all the tricks and devices of the stage and screen funny man and the joke books.

"Complete education will end this type of laugh," he says.

2—INEQUALITIES—People laugh at their inferiors and their betters.

"The coming of socialism, communism or social readjustment will end this," he goes on.

3—CRITICISM—This is laughter aimed at things people do not understand, the sort of laughter aimed at the Columboes and Einsteins.

"Science will kill this type of laughter," he concluded. "This is an age of great laughter because it is a day of great strain. People laugh to relax. Had Lincoln had the easy administration period of a Taft I doubt if he would have gone into history as a great jokester. He told funny stories to relieve the strain."

"It is well known that some of the funniest men are the most serious. Why? To let down the tension. But when men reach a high state of civilization they will have done away with this strain and so there will be no need of comedy relief."

"Primitive peoples never laugh. There is rather a shout of triumph, announcing victory. It is essentially cruel. And the basis of a great deal of laughter is cruelty. Think it over. Isn't there some degree of cruelty in laughing at a falling man, at a man who tries to achieve something but is misunderstood?"

"Already we have to resort to synthetic smiles. And it is even becoming impossible not to laugh under certain social circumstances. In other words artificial stimulants have to be given to keep a considerable portion of laughter alive today."

"Oh yes, I shall probably be laughed at for my opinions," but, then, I enjoy a good laugh myself. It certainly is needed in this hectic generation."



SUCCESSFUL CLAIM TO
BARONETCY

Henry Fitzwater Plumtree, who comes from near Deal, England, has made a successful claim to a peerage. The Fitzwater barony is one of the oldest in the Kingdom, the earliest writ having been issued in 1298. In 1756, when Benjamin, the nineteenth baron (Viscount Harwich) died without any successor the barony fell into abeyance.



YOUR PAPER BOY

Do You Know What He Is Up Against?

DAY in and day out, rain or shine, snow or sleet, the boy that carries your Daily Record is on the job. Sometimes he may be late, sometimes he may forget one of his customers, or many things may happen, because, after all he is only a boy—a fun-loving, school-hating, normal, everyday fellow like we all were.

But You May Be His Greatest Worry

This Carrier Boy of yours is a real business man. He has the worries of a real business man—the worry of financing his business.

The fifteen cents you pay him each week does not go to the Daily Record—that fifteen cents belongs to the boy and when you forget to pay him the boy is out that much money, not the Daily Record.

As a real business man does, this boy comes to our office and buys his merchandise (papers) for cash. He gets a wholesale rate just like a merchant and sells them to you at a profit which pays him for his time and trouble in delivering to you. This boy has to settle his account every Saturday, and when several of his customers forget to pay him he finds it difficult to meet his bill with the Daily Record.

So we ask you to try and pay your Daily Record Carrier regularly. He is an ambitious youngster and is anxious to get ahead. Will you help him?

Interesting Facts About The Newspaper Business—"Circulation"

There are certain aspects of the newspaper business which the public would find intensely interesting if it were enlightened, and newspaper circulation is one of them. To the average reader a statement of circulation is nothing more or less than a compilation of figures, a braggadocio of the publishers by which means they tell the world how big they are. Fortunately this is not the case.

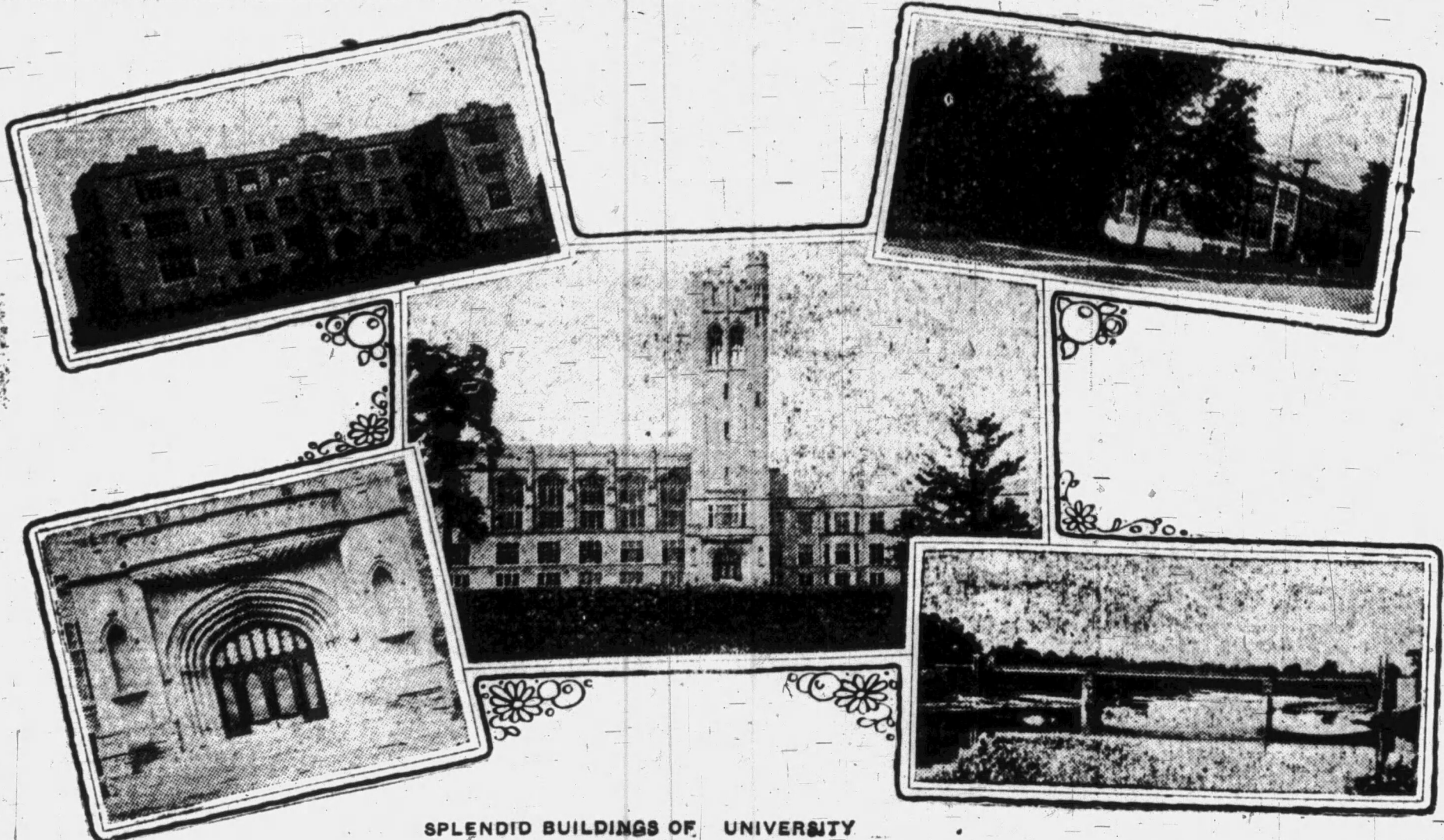
The meaning of circulation of any publication is distribution. Circulation is a misnomer because a publication does not circulate in the true sense of the word. Duplicated copies of that publication are distributed in thousands of thousands or even up into the millions. No publisher can look upon circulation as quantity sales from which he will derive immense profits, because invariably the subscription price of any publication is

nowise commensurate with the cost of publication. Each new reader is an added cost to the publisher. It is therefore necessary to consider the human side of circulation in order to grasp its full meaning and catch the inspiration which lies therein.

Growth in newspaper circulation is in general the stamp of approval of reader patronage. This does not mean that every reader approves of a newspaper, in every respect, but that he wants to receive every issue of the paper in order to read certain things which would interest him. And the publisher knows that in ninety-nine cases out of a hundred where one copy of his paper is delivered there is an average of five individuals who read it—at least parts of it. This is an appeal which stirs the publisher to do greater things—to render a greater service to the multitude with what they find on the printed page.

An increased variety of items, an improvement in the dispatch of up-to-the-minute information, special articles or pictures that amuse, entertain or enlighten—all are prompted by a responsive patronage whose encore is felt in the demand for the newspaper in which the desired things may be found.

The Daily Record has experienced a remarkable growth in circulation since its establishment. Commensurate with this expansion the Daily Record has attempted to enlarge its news-gathering facilities and raise the standard of its special features. Much may have been accomplished in the past, much more is planned for the future. The Daily Record may or may not be living up to its idea of service. Its readers shall judge.



SPLENDID BUILDINGS OF UNIVERSITY